

DEMENTIA

connections



2019/2020 Media Kit

RedPoint Media & Marketing Solutions

DEMENTIA CONNECTIONS 2019/2020

Advertising Rate Card

Connect with Calgary area residents with a diagnosis of dementia, their families and those tasked with their care and supportive assistance services.

Dementia Connections magazine is an inspiring resource for how to live well with dementia. This new Calgary-oriented publication serves as a valuable starting point for families navigating the healthcare system after a dementia diagnosis. With resources for caregivers as well as patients, it offers essential information for how to identify symptoms, reduce risk and practice pre-emptive care.

Rates

| Ad Size | 1x Rate | 3x Rate |
|--------------------|---------|---------|
| Inside Front Cover | 3,360 | 3,025 |
| Inside Back Cover | 3,360 | 3,025 |
| Outside Back Cover | 3,640 | 3,275 |
| Full Page | 2,800 | 2,520 |
| 1/2 Page | 1,680 | 1,515 |
| 1/3 Page | 1,120 | 1,000 |

Deadlines

| Issue | Space | Material | In-Market |
|--------|---------------|---------------|-------------------|
| Fall | July 9, 2019 | July 25, 2019 | September 9, 2019 |
| Winter | Nov. 12, 2019 | Nov. 19, 2019 | January 9, 2020 |

Circulation

25,000 copies

Distributed at select locations throughout greater Calgary including:

- Dementia care facilities
- Adult day care centres
- Seniors homes/residences and associations
- Medical clinics, offices and hospitals
- Pharmacies, grocery stores and recreation centres



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Sponsorship Opportunities

Sponsorship Type

Gold Sponsor: \$25,000

- Full page advertisement
- Logo on masthead
- Donor acknowledgement, including short write-up on organization/person



Note: For sponsors who wish to receive a tax receipt, the receipt will be issued for the sponsorship level, less the value of the advertisement, by the Alzheimer Society of Calgary, BN#130725740RR0001

Silver Sponsor: \$10,000

- Full page advertisement
- Logo on masthead



Bronze Sponsor: \$5,000

- 1/3 page advertisement
- Logo on masthead



Donation: Any amount

- Donor acknowledgement
- Tax receipt



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Mechanical Specifications

Ad Dimensions (inches)

| Size | | W x H (Inches) |
|----------------|----------------------|-------------------|
| Full Page | Trim | 8.25 x 10.75* |
| | Full (without bleed) | 7.25 x 9.75 |
| | Full (with bleed) | 8.5 x 11 |
| 1/2 Horizontal | | 7.25 x 4.75 |
| 1/3 Square | | 4.75 x 4.75 |
| 1/3 Vertical | | 2.25 x 9.75 |

*Bleed must extend 1/8" on each side for full page bleed ads.

Requirements

- Images 300 dpi at 100%
- Images/graphics should not use any form of compression, including jpeg compression, jpeg encoding or LZW compression
- CMYK colour mode
- Only press-ready PDFX1-A files accepted
- Bleed must extend 1/8" on each side for full page ads
- All other ads require a defining border
- Ink density levels must not exceed 300%
- RedPoint cannot guarantee 100% colour accuracy
- RedPoint is not responsible for errors or inaccurate information in advertisements.

Recommendations

- Place live area 1/2-inch in from the trim size
- Use a "rich black" (except for text smaller than 24-point); Suggested:
(C:20% – M:20% – Y:20% – K - 100%)

File delivery

- Upload press-ready PDFX-1A files to:
addirect.sendmyad.com
- Must include your company name, publication (*Dementia Connections*) and issue (Fall-2019) in file name

Contact

Print Advertising Coordinator
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